The Commercial VEGETABLE GROWER

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Planet Jr.

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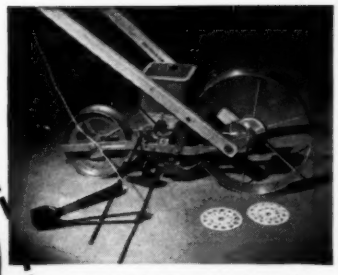
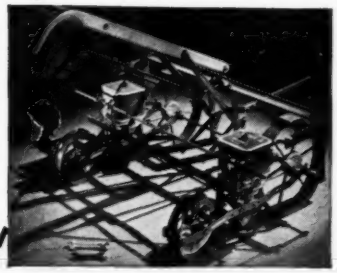
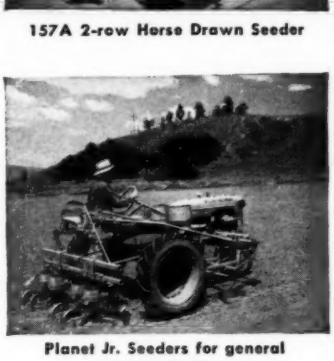


300A Single Row Hand Seeder



157A 2-row Horse Drawn Seeder



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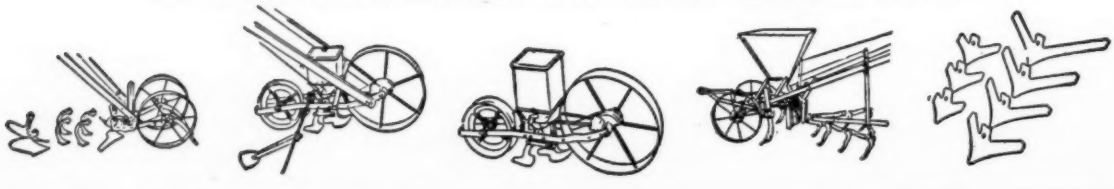

The Commercial
VEGETABLE GROWER

Vol. 1 • MARCH, 1953 • No. 3

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Today, any savings in man hours is the fastest way to cut sharply rising costs.

Some Newer Varieties For 1953

A guide for those wishing to try new vegetable varieties.

Portable Sprinkler Irrigation

A study of nozzle size, pressure and water drops in relation to soil texture.

DEPARTMENTS

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Technical Briefs

Market Report—Potato & Onions

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Nation's Commercial Vegetable Growers Reassert Their Stand on Government Farm Subsidies—Say they prefer the American Way:

THE FOLLOWING STATEMENT WAS PRESENTED TO SECRETARY OF AGRICULTURE, EZRA T. BENSON, BY A. LEE TOWSON, JR., PRESIDENT OF THE VEGETABLE GROWERS ASSOCIATION OF AMERICA, AND WALTER F. PRETZER, THE ASSOCIATION'S PAST PRESIDENT, ON FRIDAY, FEBRUARY 13, 1953.

The vegetable growers of America prefer to go broke rather than accept government handouts.

With severe economic problems facing us due to the present critical squeeze situation in the market place, vegetable growers on all levels of acreage operation have expressed themselves as opposed to government subsidies.

This has been our position over twenty years. During this time we have achieved our highest degree of production and marketing efficiency. This has been accomplished because of the self-reliance of individual growers rather than dependence upon government aid. This self-help program has received valuable cooperation from the entire business community. The vegetable growers recognize and appreciate this co-operation.

Vegetable growers have been exposed during the past two decades to various governmental plans, aimed to help their business. These plans have always been refused. The vegetable growers have, on their own initiative, increased production when the war needs of the nation had to be met. They have assumed their full share of responsibility in national, state and local needs. When demand has fallen off, the vegetable growers have made the necessary adjustments without asking aid from any source. This is a record of which they can be and are proud. It is the American way of meeting needs and problems.

Without attempting to tell any other group how to run its affairs, the vegetable growers would point out that the same program in other areas of our economy would result in the saving of millions of dollars in tax money. The resulting reduction in taxes would leave for each individual family more of their earnings to meet their needs. This would increase purchasing power and assist all types of private business.

Vegetable Research Advisory Committee Views Research As Investment:

The Vegetable Research Advisory Committee, meeting in Washington, February 16-18, urged that the cost of research be viewed as a long term investment. Endorsing the policy of economy in Government, the committee in its recommendations agreed also with the policy statement of Secretary of Agriculture Ezra Taft Benson that "The most important method of promoting the long-term welfare of farm people and the nation is the support of adequate programs of research and education in the production, processing, marketing, and utilization of farm products and in problems of rural living. Moderate further balanced expansion is necessary to enable farmers to provide an even better diet for our rapidly increasing population."

In the field of marketing research the committee gave priority ranking to recommendations for new or expanded research in 26 fields of work, topping the list with: (1) Begin a study to determine the comparative effect of vacuum cooling and new types and sizes of containers for head lettuce on costs of transportation, type of refrigeration service required, loading pattern, container damage, condition of product on arrival at terminal market, and trade acceptance of the lettuce in the different experimental lots; and (2) expand work on prepackaging vegetables to include carrots, lettuce and other vegetables, with economic and biological studies being made in production and distribution centers.

Of the 15 priority-rated recommendations for new or expanded research in the production field, the committee gave top ranking to (1) expanding work on the effect of pesticides and herbicides and their residues on soils, animals, crop yields, and quality; and (2) initiating a program on antibiotics for plant disease control. (Continued on Page 11)

THE *Vegetable* SITUATION

March 1, 1953.

ACREAGE AND INDICATED PRODUCTION OF COMMERCIAL VEGETABLES for Fresh Market as of February 1, 1953.—The production of 20 commercial vegetable crops, which will supply the fresh-market during the winter months of 1953, is expected to total 1.60 million tons, according to the Bureau of Agricultural Economics. This is 1 percent above the 1.59 million tons indicated on January 1, 1953, and 7 percent more than the 1.49 million tons for the 1952 winter season. 11 percent above the 3-year (1949-51) average of 1.44 million tons. With the exception of cucumbers and tomatoes, the change by crops from the January 1, 1953 prospects are comparatively small. The following crops show improvement: Artichokes, broccoli, cabbage, carrots, cauliflower, lettuce, green peas, green peppers and shallots. Reduced prospects are reported for sweet corn, cucumbers and tomatoes, while no change indicated for lima beans, snap beans, beets, celery, eggplant, escarole, kale and spinach.

PROSPECTIVE 1953 SPRING PLANTINGS for the 7 commercial vegetable crops for which intended or preliminary acreage reports are now available total 330,390 acres, this is 7 percent more than in 1952 and 11 percent above the 3 year average. Increases are reported for asparagus (6 percent), broccoli (22 percent), cabbage (15 percent), and onions (19 percent). Decreases are indicated for cauliflower (11 percent), shallots (32 percent) and watermelons (2 percent).

CONDITIONS DURING JANUARY IN FLORIDA, TEXAS AND CALIFORNIA were generally favorable for preparation of land and planting of spring crops. However, the water supply for irrigation in the Lower Valley of Texas became limited on February 1 and all non-irrigated sections of that State needed surface moisture for spring planting.

FOOD MARKETING COSTS have increased seven percent in the past year.

PRICES RECEIVED BY FARMERS as of mid-January, were running 11 percent under those of a year earlier.

CONCERN IN THE FRESH PRODUCE FIELD caused by inroads made by frozen and other processed foods on the sales of fresh fruit and vegetables, has resulted in the United Fresh Fruit and Vegetable Association conducting a research program. The program is designed to develop data showing the nutritive values of fresh fruits and vegetables. More than $50,000 has been pledged by industry members for this work. In 1951, 71% of fruits and vegetables were marketed fresh; 72% in 1950; 75% in 1949; and 76% in 1948. All vegetables including potatoes, 78% were marketed in 1951 compared with 79% in 1950, 82% in 1949 and 84% in 1948.

THE NUMBER OF FARMS in the U. S. with 500 or more acres has increased 40 per cent in the past 30 years and now comprise 18 per cent of the nation's farms. The number of farms with 1000 or more acres, though relatively few in number, have nearly doubled.

FARM OUTPUT PER MAN-HOUR OF LABOR ON FARMS is now the greatest in history. Economists of the USDA say it is now nearly 2 and 1/3 times what it was 40 years ago. And most of the gain has taken place in the past 15 years.

Some Newer Varieties For 1953

(This Article prepared especially for THE COMMERCIAL VEGETABLE GROWER)

Beans

Wade, a new dark color bean developed by the U. S. D. A. has attracted much favorable attention. It has vigorous, upright vines and is resistant to mosaic and powdery mildew. A few canners have noted a colored juice from this variety when over-mature fruit were processed, but this complaint has not been widespread.

Tenderlong 15, an improved Tendergreen type from Associated Seed Growers, has given satisfaction in most places where it has been tried. It is resistant to several types of mosaic but is reported to be very susceptible to red spider. In Colorado it gave excellent results with the new mechanical bean picker. It can be recommended for large scale trial.

Topcrop, an oval-podded type, was introduced several years ago as a mosaic resistant type. It is relatively light in color but is a good yielder. Sweetheart is a flat-podded bean selected out of Topcrop and in some areas has consistently out-yielded Bountiful.

Processor, a white seeded oval type from Ferry Morse, has good mosaic resistance and is considered worthy of trial.

Beet

King Red, a selection from Perfected Detroit, was tried rather widely last year and has received favorable attention.

Cabbage

Pennvalley is being introduced by the Pennsylvania State College where it has been developed as a fusarium resistant late cabbage of the Ballhead type. The originators, Drs. M. L. Odland and C. J. Noll, will send a sample gratis to interested growers.

Copenhagen Resistant and Resistant Glory, two new fusarium resistant types from Ferry Morse, about completes the development of varieties resistant to fusarium.

Carrot

Royal Chantenay from Northrup King has met with approval where it has been tried and is recommended for more widespread trial in 1953.

Sweet Corn

Among many new hybrids being offered, Golden Harvest, Glenn Smith's new white silked Golden Cross Bantam, Wisconsin's Golden 900 and 950, Ferry Morse's ForeMost Y1, Woodruff's Early Hybrid 458 and Katahden Gold, New Jersey's Hybrid 101 and 106, Robson's Seneca Warrior, Associated's Peoria and Erie, Corneli's Prosperity, Northrup King's Golden Rocket are worthy of trial. The mild winter being enjoyed in many areas will likely allow a larger percentage of survival of corn flea beetles, the vectors of Stewart's bacterial wilt, and growers are urged to select hybrids with a high degree of resistance to wilt.

Cucumber

Wisconsin SR6 was released last year from the University of Wisconsin for those Northern areas where scab is a serious problem. It is not resistant to mosaic and should not be planted where this disease is a problem.

Ohio MR17 continues to be very popular where mosaic is serious. The fruit is relatively long for a pickling type but some processors find that this type is now demanded by many customers. Yorkstate, another mosaic pickler, is also recommended in some areas. Green Thumb, a dark green selection from Harris' may be worth trying. For slicers, early Surecrop, Harris Sensation and Burpee Hybrid are rather similar but it is felt that the first two are superior in performance.

Muskmelon

Golden Delight has been very outstanding in both flavor and yield, and can be recommended for fairly extensive trial.

Cornell's new fusarium wilt resistant strain of Delicious should be tried in areas where this disease is a problem.

Spinach

America, a new long-standing Bloomsdale type, was developed in Holland. It has dark green foliage and should be tried where savoyed-leaf types have proven satisfactory. It is doubtful if it will be useful for processing.

Tomato

Early Red and Early Red Chief, selections from Sioux, made by the F. H. Woodruff Company and Midwest Seed Growers respectively, are important contributions to the tomato variety field. Both selections are useful for the early market gardeners while Early Red has been used for processing.

Campbell Soup has several new crack resistant selections which were developed from developed from crosses between Burgess Crackproof, Rutgers and Campbell 378.

Red Top, a plum-shaped fruit type from the New York Agricultural Experiment Station at Geneva, is intended as a high yielding paste tomato and should fit this requirement well.

Vancross and Harvest Cross are two new F2 hybrids from Harris. The former is intended for the early crop while the latter is satisfactory for the main crop.

Valnorth was developed at Cornell from a cross between Fartherest North and Valiant and should be tried as an early market sort.

Urbana, a semi-determinate type from the University of Illinois, is definitely worthy of trial. It is medium early and moderately crack resistant.

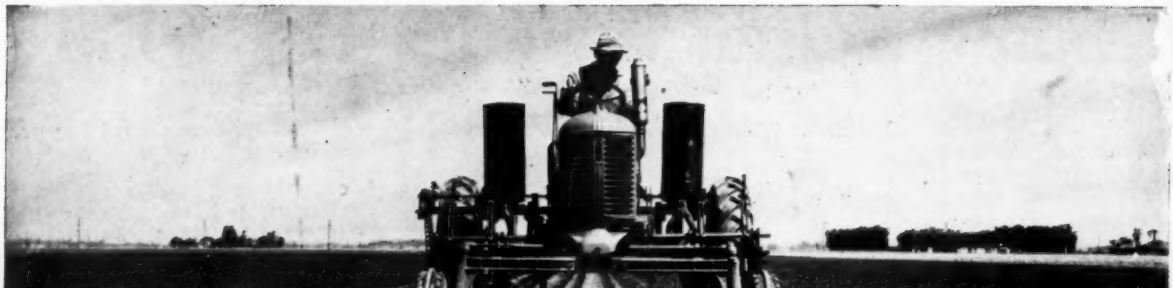
Homestead matures earlier than Rutgers in the South but later than Rutgers in the North. It is fusarium wilt resistant and should be tried in the South. Jefferson, also relatively new, is adaptable to the South in wilt infected areas.

VR Moscow and Loran Blood, a Stone type, are two new verticillium wilt resistant tomatoes from Utah. They can be expected to give good results in areas where Moscow and Stone are adopted and where verticillium is a problem.

J. Moran, Ace, and Simi are new varieties developed for California conditions. All were primarily developed for processing but might merit trial for other uses.

that quickly and easily do jobs that were beyond consideration fif-

SPECIALTY



Photos furnished by J. I. Case Co.

Tractor equipped with cultivator and fertilizer attachments—working in an onion field near Santa Ana, California.

Mechanization And The Grower

TODAY, ANY SAVINGS IN MANHOURS IS THE FASTEST WAY TO CUT SHARPLY RISING COSTS

By DANIEL R. KASEN, Racine, Wisconsin

(This article prepared especially for "THE COMMERCIAL VEGETABLE GROWER")

LABOR of any kind, good or poor, fast or slow, all of it is fast disappearing from today's farms. This is no startling news to many vegetable growers. Too many of them have scoured the countryside in vain when they had plants to be planted or crops to be harvested. Probably at some time or another every vegetable farmer has looked over a field ripe for harvesting, with a sick feeling in his stomach. The sick feeling because he knows that the time, fertilizer and other money invested in the crop is going to waste. He just can't find the help to get the crop harvested.

Why? Where has all the labor and help gone?

Some of it has gone into the armed services. The army, navy and the marines have taken the cream of the crop. To the service have gone many of the young and the the more vigorous workers. What has happened to the rest?—Many of them have disappeared into the cities to work in the factories where high wages and short hours have attracted them.

This is a sad situation but it hasn't proved desperate because mechanization is substituting for the lack of help.

It's true that mechanization has come more slowly to the vegetable grower than the general farmer. But mainly because his problems are more complicated and the mechanical answers are more complex. There isn't any vegetable crop that has had all the steps completely mechanized. Lately the answers to the hardest kind of work, the hand and stop labor, have come more swiftly. More than anything else the short supply of labor has spurred on this progress.

Of course, tractors, tractor drawn equipment and self propelled machines have a lot of appeal over and above their labor saving features.

The speed with which they can plant a crop helping eliminate the great weather risk is one advantage. A long rainy season can hamstring a growers planting operation but once the weather clears he can get his crop into the ground in short order. This big advantage in planting can't be measured.

On the harvesting end, it pays off too. Because there are so often only a best few days and sometimes few best hours for getting the crop off. The speed with which this is done helps both from the quality side and naturally the economic angle.

The grower can lose plenty of money just by being too slow. For example getting his onions off too late might cost him many, many more times than the expense of having a harvesting machine right there at the right time.

The last fifty years have meant more progress in building machines for growing, harvesting and handling crops than in all the time before. Per man the vegetable growers output has more than doubled. And the strides toward mechanization in the last ten years have been tremendous.

The machine that did more to contribute to this progress than anything else was the tractor. The invention and partial perfection of the high compression engine was the start. Various evolutions, for instance, from the four wheel to the tricycle type tractor meant a lot to the vegetable grower. It made the tractor so much more adaptable to row crops. Then came rubber to replace the steel wheels. This took the tractor out of the substitute horse class and made it what it is today. Constant improvement and perfection has made it easy to handle, much more flexible and easily adaptable. Little things added to each other, for instance, just designing the tractor for easier visibility, has kept it constantly improving.

During the last ten years the engineers have been busy. Luckily they weren't satisfied with what they had. Hydraulic controls and quickly mounted tools have been coming off the assembly lines to help change everyone's ideas about farming. We now have tractors

that quickly and easily do jobs that were beyond consideration fifteen years ago.

A big objective of the agricultural engineers has been to reduce the amount of hand labor for the vegetable grower. They've come a long way. You can't help but admire the ingenuity of the men who developed the machines in the beet industry, for instance, the machines that do away with blocking and thinning. Or the inventiveness of the men who took the products of chemist research and matched it with power sprayers to help solve insect. disease and weed problems.

The increase in applied power and machines like these is helping to make the vegetable growers work easier and more profitable. In the future, because of this progress it is plain to see that labor will become not a matter of brawn but of brains. It is fast becoming a situation of "Know how" in the way all this energy is applied.

For it is machines that make the difference in the speed with which the grower plants, cultivates, stores and even processes and markets his crops. Modern machines save a lot of time and labor, increase efficiency and the individual manpower is doubled and quadrupled.

It is evident that up to date machines mean greater profits. It is no accident that the growers with the greatest investments in productive machinery are usually in an economic class by themselves. It's because land can be worked faster for one thing, cutting down on direct operating costs. Today, any savings in manhours is the fastest way to cut sharply rising costs.

It is hardly recommended, however, that the grower go out and get any and all machines that apply to his operations. Every problem, every farm, is an individual one. Weather, lay of the land, drainage, labor available and the cost of that labor all enter into the question.

But by and large, the grower will find that it is sound business to invest in machines that will pay their way. Certainly they are a good buy if they will decrease operating costs and consequently add to the gross income.

Figuratively speaking, if all farm mechanization could be put in a pie form, tractors would take a big cut of it. But all along the line there are machines from seedbed preparation to harvesting that would get a slice.

Today there are machines that can go over the land just once and prepare the soil for planting. And there are tractors powerful

Photos furnished by J. I. Case Co.

Tractor with cultivator, cultivating tomatoes near Dania, Florida. Tomatoes are planted on flat ground and are bedded as the crop is cultivated. Plants are grown in 82-inch rows.

enough to pull in tandem all the implements necessary to get the ground ready. They can work the soil to such granular evenness that the smallest seed has a high likelihood of germination and hardy growth.

The planters and the seeders have become more and more precisioned and selective. Not only can they control proper placement of the seed but they can control the amount of seed dropped, with a high degree of accuracy. The next step will be the development of uniform, coated seeds that can be spaced and every seed can be counted on to produce a plant.

Control during the growing season has been strengthened by fertilizer machines that put the fertilizer exactly where and when it is needed. A tomato crop, for instance, can have part of the nitrogen at the time of the planting, then the rest can later be side dressed to help hasten maturity. Machines can put the fertilizer exactly where it is needed. And the exact placement of fertilizer can be very important.

Fertilizer has to be in an area where the plant roots can use it but it can't be so close that it causes burning. The right position of plant food can speed up early growth, cut down on leaching and help in the matter of weed competition.

Nowadays, even if you hire labor to control weeds, the cost is getting to be too high. The profit

(Continued on Page 15)

Photos furnished by J. I. Case Co.

Tractor with one-row cultivator working in pepper near Cheriton, Virginia.

SPECIALTY MACHINES

THE BRUNER VEGETABLE HARVESTER — has no competitors. It is the only Vegetable Harvester that will harvest onions, including tender sweet Spanish and small pickling onions. It not only handles without injury, canning carrots, but also tender immature carrots for marketing in cellophane packages. It handles red beets, onions and carrots,—not one row, but generally two rows at once. Our new model has improved features that enable it to also harvest potatoes. There is no other vegetable harvester that has this amazingly wide range of successful operation on all these different crops.

THE BRUNER ONION AND RED BEET PULLER (or Windrower) is an implement you need if you are a commercial grower of these crops. . . .

THE BRUNER ROTARY WEEDER is an implement you need, especially on onions in muck soil or any fairly loose soil. This machine has a comb attachment, a rotary wire weeder attachment and spacer (or thinner) attachment, useful on other close row crops. The Bruner Weeders are useful on tree seedlings, gladioli and asparagus seedlings and the like. We also have units of **VEGETABLE TOPPERS** for onions, red beets, turnips, carrots and a **PICK-UP MACHINE** for the small acreage growers of onions in particular.

Are you growing it to make a profit? If so, you need these specialized implements.

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Vegetable Crop Report

SNAP BEANS: Florida winter production of snap beans is unchanged from January 1 estimate. Crop is 9 percent below last year's. The 26,000 acres for fresh market is 14 percent below last year's 30,300 acres. The Pompano section will be the principal source of fresh market snap bean supply during March.

BROCCOLI: Prospective production of broccoli in winter crop areas of South Carolina and Texas is unchanged from the January 1st estimate. Higher indicated yield per acre in Arizona, due to favorable weather conditions. Production for the three States placed at 743,000 crates. This is an increase of 10,000 crates over January 1st estimate. Season is over in Arizona. Lower Valley fields have gone to seed, but there is still ample acreage to furnish supplies for present demands. If market justifies harvesting, supplies will be available in fairly good volume through March.

First forecast of early spring broccoli crop in California indicates a production of 1,708,000 crates. This is 10 percent above the 1952 crop. 1953 crop will be grown on 12,200 acres compared with 10,000 acres in 1952.

Crop was adversely affected by excessive fall temperatures and winter rains, which resulted in many poor stands. The crop is well advanced and is in progress. Heaviest production began in February and will continue into March. About 30 percent of the acreage is expected to be cut for processors.

CUTTING COSTS IN WEED and PEST CONTROL

Photo shows HAHN HI-BOY spraying lettuce with Methoxychlor for leaf hopper control

HAHN SPRAYERS

Beginning as low as $13.50 for a hand sprayer there are HAHN sprayers for tractors and self-propelled sprayers designed for every weed and pest killing job. See your local HAHN Dealer, or send coupon for free literature.

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CABBAGE: The winter crop is now indicated at 364,800 tons. This is 17 percent above last winter's production and 5 percent above the average of the three preceding years.

In the Texas Lower Valley available supplies in January were not shipped and a considerable acreage of matured cabbage may be abandoned unless market conditions improve. Production from the late plantings will be available through most of March. Most of the small early acreage in the non-irrigated Coastal Bend area has been harvested, but there is some acreage for March harvest. Warm weather in the Imperial Valley and other southern areas of California has affected quality. Florida crop continues to show good prospect. Harvesting neared peak in mid-February. Some production abandoned because of poor markets and many shippers are only cutting to fill orders.

Intentions to plant reports from the seven late spring areas indicate about the same acreage for 1953 as was harvested in 1952. Increases reported for the eastern areas of North Carolina and Virginia; no change for Maryland and southeastern Ohio. If plans for 1953 materialize this year's late spring acreage will be 12 percent under the 3 year (1949-1951) average of 11,560 acres.

Favorable weather conditions provided an abundant supply of good quality plants in North Carolina. Pamlico settings of plants made around February 1. Virginia acreage has been set. Tennessee plants making rapid growth. Kentucky growers have set only part of their plants in hotbeds and cold frames and settings to fields is not expected until mid-March.

CUCUMBERS: Winter production in Florida is about 20 percent below the forecast of a month ago, due to a loss of acreage from cold weather damage in January. Present indicated production of 250,000 bushels is slightly above last winter's crop. Adverse weather conditions reduced production prospects for January and early February harvests. Supplies increased during last half of February and are expected to reach a fair volume in early March.

TOMATOES: Production prospects for winter crop in Florida declined sharply during January, as a result of general unfavorable weather in the important Dade County section.

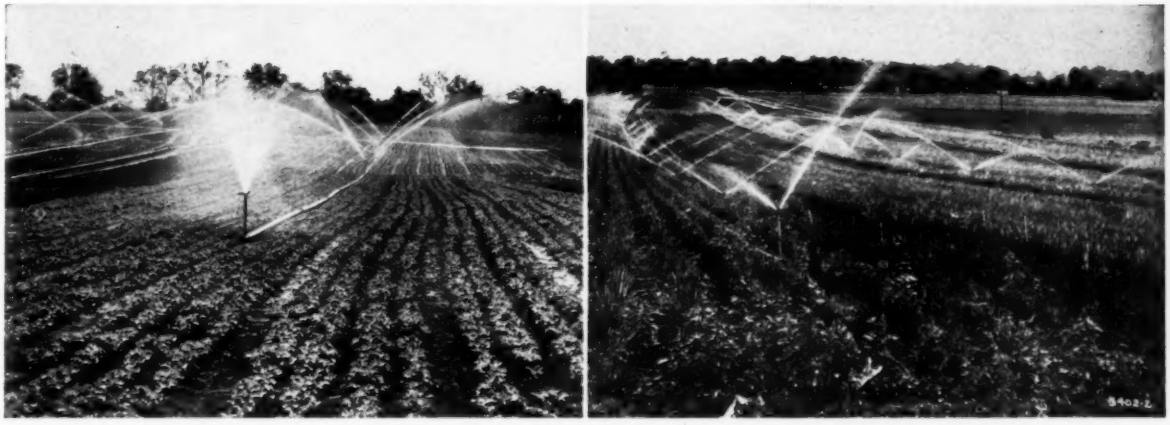
Indicated production on February 1st of 2,480,000 bushels for Florida. This is 20 percent below January 1st indication and 17 percent below 1952 crop of 2,997,000 bushels.

Harvest of the "pine" or "rockland" crop is largely finished, but some further production is expected from these high land areas during the remainder of the season. Crop in Everglades became general in February. Light harvest of winter acreage continues in the Immokalee-Fort Myers Area.

EGGPLANT: Prospects for winter eggplant in Florida remained at the January level of 356,000 bushels. This is 6 percent smaller than the 380,000 bushels harvested last winter. While the acreage is above average and the year of 1952, the yield per acre is expected to run below both the 1949-51 average and that of last year.

GREEN PEAS: Winter crop in Texas produced better yields than was expected. Present production indications of 90,000 bushels is 15 percent above last year's production of 93,000 bushels. Harvesting in the Lower Valley of Texas began about second week in February. Florida and California stopped reporting a winter crop in 1952.

Portable Sprinkler Irrigation



By studying the sizes of water drops Prof. Gilbert Levine, Cornell agricultural engineer, has developed new ideas for the design of an irrigation sprinkler system for New York State vegetable growers. Aided by high speed photographs of the drops leaving sprinkler jets, the scientist observed the effects of nozzle size, pressure, and wind velocity on the shape of the drops of water.

The need for new research on sprinkler irrigation started when farmers began to change from flooding their fields to overhead irrigation, Levine said. He believes that the introduction of more efficient sprinklers and portable equipment, along with higher farm prices, high-yielding hybrids, and increased fertilization encouraged the use of the sprinkler system. But to set up an efficient system, growers should be aware of the many effects that irrigation has on the soil, he added.

"Heavy textured soils and those with poor structure are hardened by large drops. Such soils should be irrigated with the smaller drops resulting from higher pressure, smaller nozzle combinations," the specialist pointed out. "Neither the highest nor the lowest pressure combinations are economical or desirable. They should be used only for specific purposes, such as decreasing the amount of sand splashed onto lettuce and similar crops," he said.

Soils that have a tendency to absorb water quickly, usually those of lighter texture and good structure, can be irrigated with the larger drops from the low pressure, large nozzle combination this study revealed.

Searching for the correct nozzle size combination, Levine found that the drops become larger beyond a range of 30 feet, although the size can be reduced by changing the pressure. Within the 30-foot range the drops are small and different pressures have very little affect on their size.

Changing the size of the nozzle won't help an uneven spray when the pressure is low, the engineer noted. However, the wind effects on the spray can be reduced by placing sprinklers closer together than 40 by 60 feet.

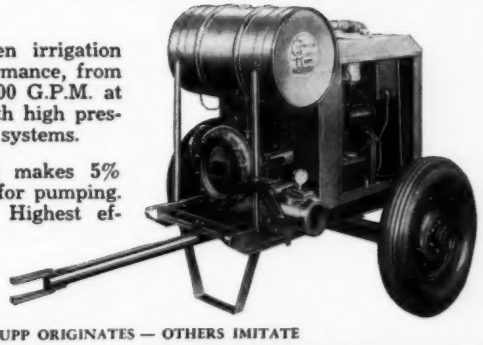
Results of this study indicate that a hardening of the surface of the soil hinders efficient irrigation because water cannot penetrate. Heavier textured soils take in less water when irrigated, especially with larger drops, than lighter soils, the specialist reports.

GORMAN-RUPP IRRIGATION PUMP *and* "JEEP" ENGINE *make* BIG NEWS!

The "Jeep" engine driven irrigation pump gives excellent performance, from 250 G.P.M. at 120 lbs. to 600 G.P.M. at 55 lbs. pressure Serves both high pressure and medium pressure systems.

Heat exchanger cooling makes 5% more engine H.P available for pumping. Lowest cost of operation. Highest efficiency and dependability.

Ask for Bulletin 2-IR-11-JX



GORMAN-RUPP ORIGINATES — OTHERS IMITATE

Technical Briefs

Insect Control on Peas And Sweet Corn

"You get the most from insect control by treating before damage is done, timing the treatment at the onset of attack, and making proper coverage.

"Pea aphid control costs are more than offset by saving only 100 pounds of shelled peas. This is easy to achieve. Pea yield and quality are both reduced by sap-sucking insects.

"Parathion and malathon are ammunition against the pea aphid for 1953. DDT and rotenone are dropped in favor of malathon. About 75,000 acres of peas were dusted or sprayed in 1952, mainly with parathion.

"Corn is choice food for several destructive insects, such as the corn seed maggot, wireworms, cutworms, army worm, European corn borer, and earworm. For corn seed maggot, lindane may be used as a seed treatment to protect the seedling from the larva of the fly which lays its eggs in the soil surface.

"A means of determining wireworm population has been developed. Lindane seed treatment, and aldrin, chlordane, or lindane soil treatment are used.

"Toxaphene, chlordane, and DDT have specialized uses as sprays, dusts, or soil treatments for cutworms. Parathion and toxaphene are the most successful materials against army worms.

"There is more need for control of European corn borer on corn for human food consumption than on field corn. Application of control measures is based upon egg mass count.

"The timing of treatment for corn earworm is very critical, based upon the amount of silking. A rather new spray material has been effective. It is a mixture of an oil with DDT in water, using 25 gallons of liquid per acre."

Keeping Bugs Out of Broccoli

Subject to insect attack from the time it is set in the field until killed by frost, broccoli requires frequent dusting or spraying for satisfactory production.

Increasing demands from food processors for broccoli for freezing has stimulated grower interest in this crop and led to studies of improved methods of insect control.

The imported cabbage worm and the cabbage looper are the chief trouble-makers in July and August when temperatures are high. Cabbage aphids are usually most troublesome during the six-week period of harvesting which begins about September 1st.

"The aphid is difficult to keep under control because it multiplies rapidly and plantings are subject to constant re-infestation by migration of winged forms from other areas," states Doctor George Hervey, N. Y. State Agri. Expt. Sta., Geneva. Effective control of aphids requires four to six applications of insecticides after the heads are formed and during harvest, he explains. In most seasons, two to three applications at 14-day intervals before the heads are formed will control cabbage worms on broccoli.

The most satisfactory results in keeping broccoli free from insects have been obtained with a dust containing three per cent DDT and one per cent parathion applied before the heads begin to form. This is followed by a one per cent TEPP or a one per cent parathion dust applied during the harvest period for aphids. There appears little choice between dusting and spraying, except that the latter may be a little cheaper and is not limited by weather conditions.

Wisconsin Muck Growers Join VGAA

At the annual meeting last week in Madison the Wisconsin Muck Growers Association voted unanimously to affiliate with the VGAA, according to a report from James D. Swan, Jr., Delavan, Wisconsin, VGAA Muck Crops Section Vice President.

During the meeting the Milwaukee Market Gardeners Association presented Vegetable Queen Barbara Sommerholder, Menasha, an attractive gift for her splendid cooperation during National Vegetable Week.

How To Grow 40 Different Vegetables

Vegetable Growing

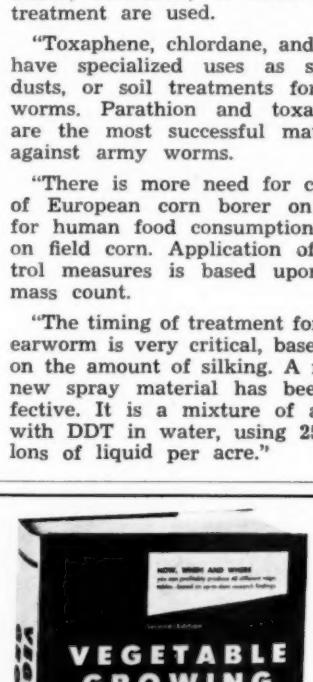
New 2nd Edition
By James Sheldon Shoemaker
Ontario Agricultural College

$6.00

Plus 25c

Postage and

Handling



This book is chock full of the kind of tested information every grower should have within easy reach as particular problems arise. Dr. Shoemaker treats the individual vegetables, giving detailed information about each one.

These pages contain facts that are really needed for successful production—for example, there's an excellent table covering the 40 seeds—providing yield of seeds per acre, longevity, minimum required germination, seeds per ounce, and weights of seeds per quart. And there are useful facts about containers and bunching methods, about time and depth of planting, about harvesting and marketing.

Shoemaker's VEGETABLE GROWING is as up-to-date as next year's harvest.
515 fact-packed pages **A solid investment of $6.25.**

THE COMMERCIAL VEGETABLE GROWER
203 North Wabash
Chicago 1, Ill.

Please send me one copy of the book, "VEGETABLE GROWING". Enclosed is my check for $6.25. The 25c is to cover postage and handling charges.

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Address_____

City_____ State_____

Letters to the Editor

Received sample copy of "COMMERCIAL VEGETABLE GROWER". Being the first issue of this magazine, you are on the right road. "The Vegetable Situation", "Market Report" will be of interest to all growers.

Enclosed find check for your "Charter" subscription offer.

Wishing you a success with "Commercial Vegetable Grower".

Fred C. Brehm
Jr. Past Pres.
Penn. Vegetable Growers Assn.

Please advise if there is a transplanter on the market that can be used to transplant lettuce plants.

R. W. Katalinic
United Truck Growers Assn.
Burgaw, N. C.

Editors Note: There are a number of transplanters for lettuce on the market, among the manufacturers of this implement are: A. B. Farquahar Co., York, Pa.; Masters Planter Co., Benton Harbor, Mich.

The Michigan State College, Dept. of Horticulture, advises me of your magazine for vegetable growers. Can you furnish me with back numbers and tell me the subscription rates?

Can you advise me where I could purchase an onion grader or get details or have to build one in the event none can be purchased?

Mr. Carl E. Rice
Saginaw, Mich.

Editors Note: You may secure an onion grader from Boggs Mfg. Corp., Atlanta, N. Y.

(Continued from Page 3)

Of the 15 top rated recommendations in the field of utilization, the committee emphasized (1) expanding work on the effect of agricultural chemicals on Flavor and other food qualcals on flavor and other food qualities, this to include the development of more efficient, rapid, and reliable methods for determining palatability and acceptability; and (2) expanding work on determining the constituents of vegetables affecting processing quality.

The committee gave top priority in the marketing service and education field to (1) expanding crop estimates work to achieve complete coverage of commercial vegetable supplies; and (2) expanding work on the planning of market facilities for specific localities.

A complete report of the committee's recommendations will be available later. Established under authority of the Research and Marketing Act of 1946, the committee meets annually.

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5 Blades Nested in 1 Handle

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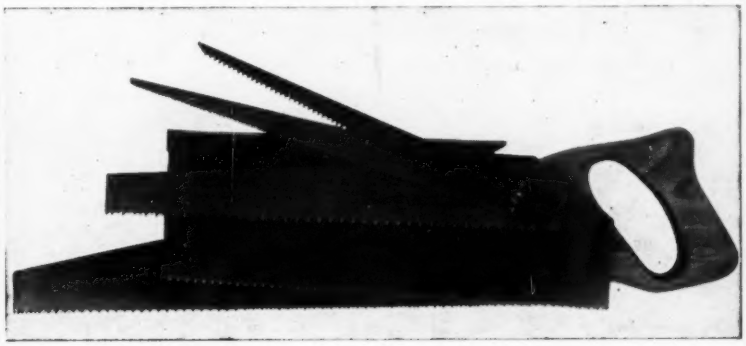

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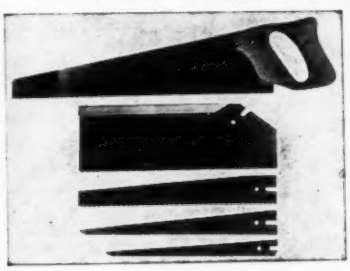

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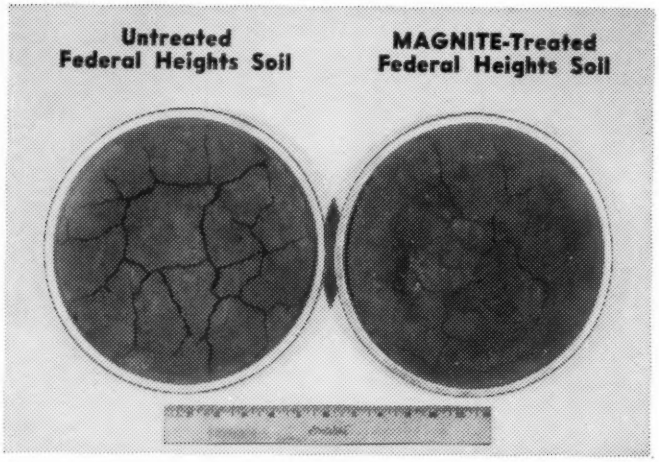
New Low Cost Soil Conditioner – Plus, Now Ready For Commercial Growers

MAY BE APPLIED TO SURFACE BY SIDE DRESSING, BROADCASTING OR SPREADER EQUIPMENT



Laboratory test shows how MAGNITE-treated soil (at right) remains porous, fluffed up — without deep cracks. MAGNITE was applied to soil surface at rate of 500 lbs. per acre. Surfaces of identical soils were wetted down and pans air dried. Photos taken in 24 hours.

MAGNITE, a product of Western Mines, Inc., Denver, Colorado, and distributed by The MAGMA Corp., Chicago, Ill., is a natural, low cost soil conditioner that is proving its efficiency as a soil amendment on farms and gardens throughout the midwest. Because it is a natural product and not the result of a costly manufacturing process, this soil conditioner can be used economically by commercial vegetable growers.

This new soil conditioner contains the basic plant foods — nitrogen, phosphorus and potash—plus useful quantities of the secondary plant foods including calcium, sulphur and magnesium in soluble form. It also contains important trace minerals. And to increase its beneficial activity, this conditioner is inoculated with nitrogen-forming bacteria that make it a living, organic substance. It contains only five per cent of inert material. The complete formula includes nitrogen, phosphorus, potash, sulphur, calcium, magnesia, iron, copper, zinc, manganese, cobalt, silica and organic matter in proper amounts and balance.

These ingredients have been shown to reactivate weak, worn-out soil. They're vital to healthy plants. When the conditioner is applied annually, it speeds growth, builds healthier roots and foliage.

This soil conditioner can be applied to the surface of the soil, allowing water to carry it to the subsoil level. It tends to bring soil into proper balance and it produces more effective "insoak" of water because it "opens" soil for natural absorption of water. This natural soil conditioner tends to prevent run-off of water that causes soil erosion. The conditioner also "softens" soil and helps prevent drying and cracking of soil surface. It will not burn plants or leaves and it helps release plant foods that have been locked into hard, dry subsoil.

MAGNITE has been marketed with the approval of the Department of Agriculture, State of Colorado. "This product should be a definite asset to our agricultural interests," the Colorado Department of Agriculture has stated.

Users have noted a difference in growth and color in a week's time, and in three weeks the difference was astounding . . . sturdier plants, and more advanced root growth and development.

This natural soil conditioner turns hard, clay-type, crusty soils into soft, loose, well-granulated, porous soils that will absorb and retain moisture. It allows air to reach down into the soil so that nitrogen, oxygen and other plant food elements can stimulate growth. It helps on areas such as slopes where seed is lost by erosion before it can germinate. It improves workability of soil. Good yields of vegetables can be obtained from depleted soil hitherto useless for growing.

As a plant food, this soil conditioner-plus, performs four important functions. First, it provides nitrogen, phosphorus and potash

(Continued on Page 15)

COMING EVENTS

March 23 and 24, 1953—Kern County Potato Growers Association, Bakersfield, Calif., Association headquarters: 1410 Truxtun avenue, Bakersfield; Don Maupin, executive secretary.

May 17-21 — American Warehousemen's Association and National Association of Refrigerated Warehouses, Hotel Shoreham, Washington, D. C. Association headquarters: Tower Bldg., Washington 5, D. C.

June 11, 12 and 13—Idaho Shippers Association (including Malheur county, Oregon) annual summer meeting. Association Headquarters: P. O. Box 1100, Edd Moore, secretary-manager, Idaho Falls, Idaho.

Sept. 23, 24 and 25, 1953—The Florida Fruit and Vegetable Association, Casablanca hotel, Miami Beach. Association headquarters: 2401 East Colonial Drive, Orlando, Fla.

Oct. 4, 1953—Third Annual Natl. Convention, Produce Prepackaging Assn., Chase Hotel, St. Louis, Mo. Week-long Conv.

Secretaries of vegetable groups — local, state, regional, etc — are urged to send CVG dates, details, programs, etc. of meetings, conventions, field days and coming events for this column and news columns.

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BE SURE TO GET YOUR COPY EVERY MONTH—SUBSCRIBE NOW TO The Commercial Vegetable Growers' National Service Magazine—that will bring you each month: all new equipment developments and their practical application; new developments in chemical aids, fertilizers, seed varieties, etc.; last minute market information, price and market trends, forecasts of what to expect and prepare for in the future, etc.; Plus other features and articles of timely and profitable interest to growers.

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Name ..... Town .....

Street .....R. R..... Box..... State.....

Kind of Crops Grown .....

Acreage.....Use Irrigation: Yes ☐ No ☐ Operate own packing shed: Yes ☐ No ☐

CVG CVG CVG

MARKET REPORT –

POTATOES and ONIONS

(Prepared by CVG COMMODITY MARKET ANALYST)—March 1, 1953

INTENTIONS-TO-PLANT from potato growers indicated 72,950 acres of early commercial potatoes for summer harvest in Virginia, Maryland, Kentucky, Missouri, Kansas, Nebraska, Texas, Georgia, New Jersey. These indications of planting are 18 percent larger than the harvested acreage in 1952, but 34 percent below average. In each state, except Kentucky, growers are expected to plant larger acreage than harvested last year. Kentucky expected to maintain last years acreage. New Jersey, Georgia, Nebraska and Missouri prospective plantings are 1 to 9 percent larger than harvested last year. Increased planting of 15 to 20 percent indicated for Maryland, Virginia and Kansas. 10,500 acres indicated for Texas Panhandle, or 128 percent larger than the 4,600 acres harvested in 1952.

COMMERCIAL POTATO PRODUCTION for winter harvest in Texas and Florida is now placed at 3,376,000 bushels. This indicates 30 percent larger than 1952 crop and 75 percent above average.

A GOOD DEAL OF THE TRADING IN MAINE during the early half of February emanated from chain stores, who featured potatoes at prices ranging from 45c to 47c per 10 lb. bag. In spite of the attention given to potatoes by chains, the demand by housewives is slightly below normal.

REPORTS FROM CALIFORNIA indicate that almost no forward contracts have been made with eastern distributors. This is in direct contrast to the very active interest in obtaining California supplies last year.

JUDGING FROM THE RATE OF SHIPMENTS thus far, indicates that there is still a substantial amount of potatoes in Maine. Shipments as of February 17 totaled 22,920 cars vs. 20,748 on this date last year and a total of 41,171 cars for last season. It would appear that if the disposal of the balance of Maine holdings is not to depress the market, it may be necessary for Maine interests to dispose of their off-grade varieties, possibly to starch factories.

PROSPECTIVE 1953 ONION ACREAGE reported as of February 1st (early spring in South Texas, late spring in 5 States, and early summer in 6 States) totals 69,610 acres. This acreage is up 18 percent from 59,090 acres for 1952 and 30 percent more than 1949-51 average of 53,520.

INTENTIONS TO PLANT REPORTS from onion growers in the early summer crop States is indicated as 5,610 acres for harvest in 1953 compared with 5,340 acres in 1952, this is an increase of 5 percent. The indicated increase for individual states are: New Mexico, 11; Washington, 7; Virginia, 5; and New Jersey, 4; with Oklahoma and Iowa reporting no change.

CARLOT SHIPMENTS OF ONIONS (February 20th to February 25th). Colorado 28, Idaho 61, Michigan 31, Minn. 51, New York 27, Oregon 120, Others 27, Total 343, Imports Chile 27, Others 1.

WEST COAST SHORT ON ONIONS: There is an acute shortage of onions on the West Coast and the cold, wet weather there is causing the new onion crop to be late. Onions on the Chicago Mercantile Exchange recently zoomed to $4.40 a sack. The market closed same day at $4.32 to $4.29.

USDA MARCH 1 MERCHANTABLE POTATO STOCKS REPORT TO BE DISCONTINUED: Mr. S. R. Newell, Chairman, Crop Reporting Board, USDA, points out in a letter to CVG editors that, "The March 1 potato stocks report was a special report that was instituted when potatoes were under Government price supports and the large crops posed special marketing problems. During the past year the Agricultural Estimates Branch of the Bureau of Agricultural Economics has been compelled to eliminate a number of reports on various commodities as part of a general retrenchment program made necessary by rising costs of operation. This special report on potatoes was among those discontinued. After the elimination of price supports, production was cut to a level more nearly in line with national requirements and the need for the special stocks information seemed less urgent".

However, the January 1 potato stock will continue to be part of the regular program.

CARLOT SHIPMENTS OF POTATOES (February 20th to February 25th). California 192, Colorado 261, Florida 337, Idaho 1,331, Maine 1,852, Minnesota 480, Nebraska 141, North Dakota 478, Oregon 154, Others 226, Total 5,452, Imports—Canada 31.

Equipment and materials

(Continued from Page 12)

for plant growth. Second, it provides soil with valuable secondary plant foods of calcium, sulphur and magnesium. Third, it furnishes soil with useful amounts of organic matter. And fourth, the conditioner restores to soil trace minerals—iron, aluminum, zinc, boro , molybdenum, copper, cobalt and manganese —that are often depleted or lacking in the soil.

This natural soil conditioner contains all important, essential ingredients to help correct balance for healthy, active soil. It aerates and activates soil by action of the essential agricultural minerals, nitrogen-forming bacteria and trace minerals.

When this conditioner is used, soil develops a more substantial quality. It becomes loamy and soft when squeezed with the fingers, one indication of healthy soil. Essential minerals and plant foods are provided effectively.

It establishes a chemical reaction that activates many substances present in the soil. These substances — trace minerals, primary and secondary plant foods — often lie dormant, "locked" in the subsoil. A hard crust forms many times between the top soil and subsoil. This hard pan prevents needed minerals from moving from the subsoil into the top soil where they can be consumed by plant life.

Water run-off is the result from this hard pan. Water runs off the top soil before it can soak into the subsoil. This conditioner helps correct this crust problem. After it is spread on the surface of the soil, rain carries it into the soil where it strengthens the top soil and helps it hold water longer. This water, along with the conditioner, soaks into the crust, softens and unlocks it.

When the crust is broken, the conditioner helps establish a "percolator" action, drawing the minerals and foods that have been locked in the subsoil up into the top soil where they can be utilized.

This conditioner is particularly effective on soil that has been depleted of many of its original nutrients. Continuous tillage of a given piece of land, year after year, depletes the soil; planting of the same crop, year after year, also depletes the soil; leaching action of rainfall also depletes the soil. MAGNITE supplements and balances the soil and helps keep it "alive".

This soil conditioner can be applied on the surface of the soil; water carries it into the soil where it goes to work. Other soil conditioners that have been made by man in the chemical laboratory have to be "planted" deep in the soil before they can become effective. But nature carries MAGNITE to its "working area" from the surface. It's a soil conditioner consisting of nature's own mineral deposits, plus plant foods and essential trace elements.

Normal annual rate of application in approximately 500 pounds per acre, at a cost of about $20 per acre. It can be applied any time during the year; before or after, with or without any other plant food or soil amendments. It may be broadcast, or applied with the seeds at time of planting. MAGNITE may be worked into the top soil after plowing and before discing, or applied as top or side dressing.

Because MAGNITE is a natural and not a synthetic substance, it actually becomes an integral part of the soil. For this reason, results should not be looked for until after the ground has been thoroughly watered to the equivalent of one inch of rain and generally after a lapse of three to six weeks following application, according to nature of the soil.

Packed in 80 pound bags for commercial use.

For further information write to The Magma Corporation, Dept. C, 1250 W. Van Buren St., Chicago 7, Ill.

(Continued from Page 7)

margin is getting too thin to take care of the high labor costs of this operation. Power plus chemicals is one of the answers. But this isn't the only way out. Dependence on chemicals alone could be fatal.

The art of cultivation is still necessary and should not be lost. Picking the right kind of shovel or weeder and getting in the field at the right time when the weeds are most susceptible to cultivation is still often the cheapest and the most effective way to destroy weeds.

Harvesting machinery is fast coming into its own. Now there are machines to harvest almost any crop from carrots to onions to beets and potatoes. And do every one of the operations.

Mechanization has brought to the vegetable grower a healthy independence of labor and weather. It has broadened his markets through higher quality products. And mechanization has extended his sales and shown them the way to greater production.

The Experience of 1952-'53

Should Be a Lesson

What will happen in 1953-'54 depends on a good many variables, we know.

But we also know that **growers, shippers,** and **chippers** can all take a lot of the guesswork out of their operations through proper use of the futures markets for Maine Potatoes on the New York Mercantile Exchange.

How?

Well our new report called "About Potato Futures" explains some of the fundamental principles of this market . . . tells growers, shippers, and chippers how it can be used to advantage.

If you'd like a copy, just ask. We'll include a copy of our January report on the potato outlook too—a fact-packed survey of the current situation.

Just ask for **"Potato Pamphlets"** and address a card or letter, to—

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MARTIN BLAD FARMS
SOUTH BEND, INDIANA

COMPETITION for the family food dollar is heavier than it has been in years. To maintain profits, potato shippers increasingly must be good merchandisers. That means (1) delivering potatoes free of bruises, discoloration and other defects; (2) packaging them to help retailers move their stocks rapidly, in larger units, and for a greater variety of uses.

Veteran potato man Martin Blad, founder of Martin Blad Farms, sums up the experience of successful growers all over the country. "We're using more Vent-Vu Bags for consumer-unit packaging all the time," he says. Vent-Vu construction—two layers of wet-strength kraft—is real protection against breakage as well as damage to the potatoes themselves.

"We also like Vent-Vu's big window, the way we can promote our own brand name on the package, and the opportunity we have to put sales copy on both the front and back of the bag."

Can be wire-tied or sewn.

Double layer of kraft insulates potatoes against sudden temperature changes.

Made with or without Pikup handles (of reinforced crepe paper).

Big window for convincing display.

Lacing of colorful cotton mesh for appearance, ventilation, protection.

Wet-strength paper for safety from breakage because of moisture.

Fills, loads, stacks faster than any other form of visible packaging.

Strong brand name promotion in up to four colors.

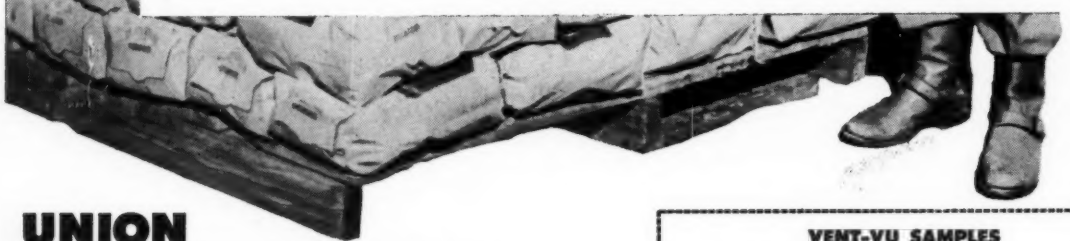
Moisture-resistant adhesive.

Lots of room for sales-making recipes on the back.

Ties-in with United Fruit & Veg. Assoc. "Sack-Fax" drive to increase potato use.

For Potatoes, Sweet Potatoes, Apples, Oranges, Grapefruit, Onions.

CUTS STORE HANDLING—To make the greatest impression on the trade, ship Vent-Vu consumer units in Union Master Potato Bags. Heavy-duty, wet-strength Masters pay for themselves in handling economies. Retailers welcome them because they reduce store handling expense, simplify store and inventory routine.



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